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Date:	Mon, 10/1/2012 3:50:21 PM
Subject:	Monday Motivation: The Myth of Stress with Andrew Bernstein

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Free Resource - October 1st, 2012

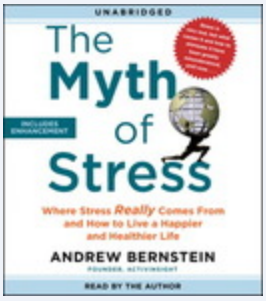
Free Resource of the Day

Andrew Bernstein on The Myth of Stress

Andrew Bernstein is the author of the book **The Myth of Stress: Where Stress Really Comes From and How to Live a Happier and Healthier Life**. In this talk he delivered at Google, Bernstein takes listeners through 7-step process he calls ActivInsight which analyzes the thoughts that cause us stress and turns them on their head. In the end he hopes we can cognitively shift our focus from the stressful fantasy world of the way things should be to a more accepting approach which provides stimulation without the negative stressful thoughts that wear us down.

Andrew Bernstein on The Myth of Stress

Coupon of the Day



The Myth of Stress: Where Stress Really Comes From and How to Live a Happier and Healthier Life

Get *The Myth of Stress* by Andrew Bernstein on audio download for only $10.95. Enter in the coupon code: **myth**. On the bottom of the payment page of checkout below where you enter your credit card information click "Apply a LearnOutLoud.com Gift Certificate or Coupon" and enter in this coupon code. Note: this coupon only works with credit cards and not PayPal. This coupon is valid for this title through next week until Monday, October 8th.

Where does stress come from? Financial pressures? Looming deadlines? Conflicts at work or at home? For more than half a century, we've been told that stress comes from circumstances like these, that it's a by-product of our ancestors' fight-or-flight response to danger, and that the best we can do, given the fast pace of life today, is to breathe, try to relax, and accept that life is hard.

All of this, according to Andrew Bernstein, is wrong. Spurred by the death of several family members when he was young, Bernstein began a quest to understand the real dynamics of stress and resilience. He eventually realized that stress doesn't come from your circumstances—it comes from your thoughts about your circumstances. More specifically, stress is created by a particular kind of thought that humans happen to excel at.

Seeing this, Bernstein realized that the antidote to stress—and the key to far greater resilience—is not exercise or physical relaxation, but finding these stress-producing

thoughts and finally dismantling them. He created a process called ActivInsight that helps you—and the people you care about—do this on your own in just seven steps, often yielding life-changing breakthroughs in a matter of minutes.

Available on MP3 Audio Download.

Listen to a free sample of: The Myth of Stress.

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